

CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

July 10, 2013 AGENDA

1:30 p.m.
City of Carlsbad
1635 Faraday Avenue, Room 173A
Carlsbad, CA

NOTICE TO THE PUBLIC:

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the City Clerk's Office (760-602-2808) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

PUBLIC COMMENT:

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

I. CALL TO ORDER

1:30 p.m.

II. ROLL CALL

CONSENT CALENDAR: The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

(C) III. APPROVE MINUTES OF MAY 15, 2013

To approve the minutes of the May 15, 2013 meeting of the CTBID Board of Directors.

(C) IV. AB 07-13-93 2012-13 CTBID RECIPIENT'S FINAL REPORTS

Receive final reports from 2012-13 CTBID Grant Recipients

REPORTS AND DISCUSSION ITEMS:

V. STAFF REPORT

Staff will provide the following reports/updates at this time:

- 1) Financial Update – Cheryl Gerhardt
- 2) Amgen Tour Update – Kathy Dodson
- 3) Tourism Study – Kathy Dodson

VI. REPORT BY VISITCARLSBAD

- 1) VisitCarlsbad will give an update on their activities

VII. AB 07-13-94 Fiscal Year 2013-14 CTBID GRANT FUNDING RECOMMENDATIONS

Adopt Resolution 2013-5 approving the 2013-14 CTBID Grant funding as recommended by the VisitCarlsbad Board and appropriating funds to the organizations identified.

VIII. NEXT MEETING

Set date for next meeting. Agenda topics to include:

- 1) Fiscal Year-end financial report from VisitCarlsbad

The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.

GENERAL COUNSEL COMMENT

PUBLIC COMMENT

ADJOURNMENT

MINUTES

MEETING OF: CARLSBAD TOURISM BUSINESS IMPROVEMENT
DISTRICT BOARD MEETING

DATE OF MEETING: May 15, 2013

TIME OF MEETING: 1:30 p.m.

PLACE OF MEETING: Room 173A, Faraday Administrative Center, 1635 Faraday Avenue

CALL TO ORDER: Chair Stripe called the Meeting to order at 1:37 p.m.

ROLL CALL was taken by the Senior Deputy City Clerk, as follows:

Present: Stripe, Akers, Stiebeling, Nayudu, Becerra, Canepa, McCormick.

Absent: None.

CONSENT ITEMS:

Board Member Stiebeling requested the minutes be amended to change his comments in the third paragraph on page 2 from "should have fund allocated" to "should receive consideration."

On a motion by Board Member Akers the Board unanimously approved Consent Item, No. III as amended.

III. MINUTES FOR APPROVAL

Minutes of the April 17, 2013.

REPORTS AND DISCUSSION ITEMS

IV. STAFF REPORT

Staff liaison Cheryl Gerhardt presented the staff report and PowerPoint presentation regarding the financial report for the reporting period ending February 2013 (on file in the Office of the City Clerk).

V. AB 05-13-90 ADOPT 2013-14 ANNUAL REPORT

Ms. Gerhardt informed the Board that the proposed budget included the requested changes made by Board Members at the April 17, 2013 meeting.

On a motion by Board Member Stiebeling, the Board unanimously adopted Resolution No. 2013-3 approving the Fiscal Year 2013-14 CTBID Annual Report and Budget.

VI. 05-13-91 APPROVE CONTRACT WITH VISIT CARLSBAD

Executive Director Sam Ross provided the Board with a review of the changes to the VisitCarlsbad's program budget as discussed during the April 17, 2013 meeting. Mr. Ross stated the DMO will discontinue printing and allocate those funds into digital media.

Discussion ensued among Board Members and Mr. Ross regarding the appropriate time to conduct an agency review. Mr. Ross stated it was his intention to solicit a Request for Proposals in August and have a determination in September.

On a motion by Board Member Stiebeling, the Board unanimously approved Resolution No. 2013-4, entering into a contract with VisitCarlsbad for tourism promotion services for fiscal year 2013-14.

VII. AB 05-13092 ELECTION OF OFFICER

On a motion by Board Member Akers, Board Member Canepa was unanimously elected to serve as Vice Chair of the Carlsbad Tourism Business Improvement District Board for two years.

Ms. Gerhardt announced that Community and Economic Development Director Kathy Dodson had a prior commitment and could not make the meeting to discuss the AMGEN Bike Tour. Ms. Gerhardt also informed the Board that Ms. Dodson had been appointed to serve as the non-voting member of the Board replacing former Deputy City Manager Cynthia Haas.

VIII. NEXT MEETING

By consensus, the Board agreed to hold the next meeting on July 10, 2013, at 1:30 p.m.

By proper motion the Board Meeting of May 15, 2013, was adjourned at 2:10 p.m.

Sherry Freisinger
Senior Deputy Clerk

**CARLSBAD TOURISM
BUSINESS IMPROVEMENT DISTRICT
AGENDA BILL**

AB#	07-13-94	CTBID GRANT PROGRAM FY 2013-14 FUNDING RECOMMENDATIONS	CTBID STAFF	
MTG.	7-10-13		GENERAL COUNSEL	

RECOMMENDED ACTION:

Adopt Resolution No. 2013-5 approving the Carlsbad Tourism Business Improvement District (CTBID) grant funding as recommended by the VisitCarlsbad Board and appropriating funds to the organizations identified.

ITEM EXPLANATION:

In 2008, the CTBID board approved the guidelines to establish a formal grant program. The objectives of the grant program are to:

- Fund projects or events that are going to increase the overnight stays in hotels;
- Encourage the development of innovative tourism products;
- Promote collaboration within and across sectors of the tourism industry;
- Reach important travel segments such as multicultural, family and senior markets;
- Strengthen the marketing capacity of our partnering organizations; and
- Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

The CTBID Board appropriated \$150,000 in its 2013-14 budget to fund these grants. The grant applications were due by June 24th. Six applications were received with funding requests totaling \$205,000. As part of its contract with the CTBID, the VisitCarlsbad Board reviewed the applications to make funding recommendations to the CTBID Board. The VisitCarlsbad Board met June 25th and July 1st, to interview the applicants and evaluate the requests. The requests were evaluated based on the following:

- Overall program promotes overnight stays in hotels
- Program included a "hotel tie in" (ie special rate or package)
- Compelling nature of the project and its potential image impact for the region
- Strength of marketing and public relations plan, including partnerships
- Likelihood that the project will receive publicity outside the San Diego Market
- Time of year that the event occurs

As a result of their review and evaluation, the VisitCarlsbad Board is recommending funding for five of the requests for a total of \$50,000. The table in Exhibit 2 summarizes the grant requests and VisitCarlsbad's recommendations for funding.

FISCAL IMPACT:

The CTBID 2013-14 Budget contains an appropriation of \$150,000 for CTBID Grants. No further appropriation is required.

ENVIRONMENTAL IMPACT:

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 15378 (b)).

EXHIBITS:

1. Resolution No. 2013-5 allocating funding to the organizations identified.
2. Summary of CTBID Grant Requests and Recommendations

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2753, cheryl.gerhardt@carlsbadca.gov

RESOLUTION NO. 2013-5**RESOLUTION OF THE BOARD OF DIRECTORS OF THE
CARLSBAD TOURISM BUSINESS IMPROVEMENT
DISTRICT, ALLOCATING CTBID GRANT FUNDING FOR
2013-14**

WHEREAS, on March 18, 2008, the Board the Carlsbad Tourism Business Improvement District (CTBID) established a grant program to fund programs and activities that promote overnight stays in Carlsbad; and

WHEREAS, six organizations submitted applications for Fiscal Year 2013-14 CTBID grant funds; and

WHEREAS, the VisitCarlsbad Board reviewed the applications and has made funding recommendations to the CTBID Board for five organizations.

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of the Carlsbad Tourism Business Improvement District, as follows:

1. That the above recitations are true and correct.
2. That it hereby allocates funding to the following events in the following amounts in accordance with Grant Guidelines:

Southern California Open Tennis	\$10,000
Carlsbad Marathon	\$10,000
Carlsbad 5000	\$15,000
Carlsbad Music Festival	\$ 5,000
San Diego Jazz Festival	\$10,000

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PASSED, APPROVED, AND ADOPTED at a regular meeting of the Board of Directors of the Carlsbad Tourism Business Improvement District on the ____ day of _____, 2013, by the following vote to wit:

AYES:

NOES:

ABSENT:

TIM STRIPE
Chair

ATTEST:

BARBARA ENGLESON
Pro Tem Clerk of the
Carlsbad Tourism Business Improvement District

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SUMMARY OF CTBID GRANT REQUESTS & RECOMMENDATIONS 2013-14

Grant Program Objectives:

- a. Fund projects or events that are going to increase the overnight stays in hotels;
- b. Encourage the development of innovative tourism products;
- c. Promote collaboration within and across sectors of the tourism industry;
- d. Reach important travel segments such as multicultural, family and senior markets;
- e. Strengthen the marketing capacity of our partnering organizations; and
- f. Combine the resources of the CTBID and its tourism partners to leverage their collective marketing efforts.

Event Description	2013-14 Grant Request	2013-14 Recommended Funding	Past Years Funded
So Cal Open - Women's Tennis Association Tournament to be held at the La Costa Resort & Spa July 27 - Aug 2, 2013. This event will have international television coverage and is anticipated to attract 25,000+ out of town visitors. Grant request is to be used directly toward marketing costs with majority going toward the national and international TV broadcast and advertising expenses.	\$ 130,000	\$ 10,000	3
La Costa Film Festival - This new event, presented by La Costa Dreams, Inc., is to be held at the La Costa Resort October 24-27, 2013. Grant funds are being requested to fund publicity, marketing materials, web design and AV needs for the event.	\$ 20,000	0	0
Carlsbad Marathon - The Carlsbad Marathon, produced by In Motion, Inc., is to be held January 19, 2014 over the Martin Luther King Holiday weekend. This event is projected to bring 3,000-4,000 out of town visitors. Grant request is for advertising to nearby markets including Orange, Los Angeles, Riverside and San Bernardino as well as border cities in AZ and NV to increase out of town event participants.	\$ 10,000	\$ 10,000	5
Carlsbad 5000 - The Carlsbad 5000 is a two day running event to be held March 29 & 30, 2014, that has taken place in Carlsbad for the past 27 years. It brings more than 20,000 runners, spectators and running fanatics to Carlsbad each year. Grant money would be used to expand marketing efforts to increase the number of participants.	\$ 20,000	\$ 15,000	1
Carlsbad Music Festival - This is an annual event that features world-class performers and composers in the seaside village of Carlsbad. The 2013 event is planned for September 20-22, 2013 which will be the 10th year for the event. Grant money would be used to improve the website and fund out of region marketing efforts.	\$ 10,000	\$ 5,000	0
San Diego Jazz Festival - This three day event to be held at La Costa Resort & Spa Memorial Day Weekend 2014, which will be the second year for this event. It features smooth jazz, R & B and neosoul music. Grant is being requested by BTW Concerts, the promoter of the event, to do print, radio, direct mail and internet marketing to attract visitors out of the County.	\$ 15,000	\$ 10,000	1
Total	\$ 205,000	\$ 50,000	

Past CTBID Grant Funding

Event	2008-09	2009-10	2010-11	2011-12	2012-13	Total
Artsplash	\$ 6,664	\$ 7,200	\$ 4,000	\$ 4,000	\$	21,864
Marathon	9,878	5,520	5,820	5,000	5,000	31,218
Carlsbad 5000					20,000	20,000
Womens Tennis			10,000	10,000	20,000	40,000
SD Jazz Festival					5,000	5,000
Carlsbad Music Festival					0	0
Total Funded	\$ 16,542	\$ 12,720	\$ 19,820	\$ 19,000	\$ 50,000	\$ 118,082